



# Niebia

SPECIALTY COFFEE



## *The Company*

By creating the opportunity for producers and consumers to interact with each other, we go beyond the cup of coffee and discover new experiences.

We connect world, by creating coffee experiences

## Our Company Bases



Specialty Coffee Consumption

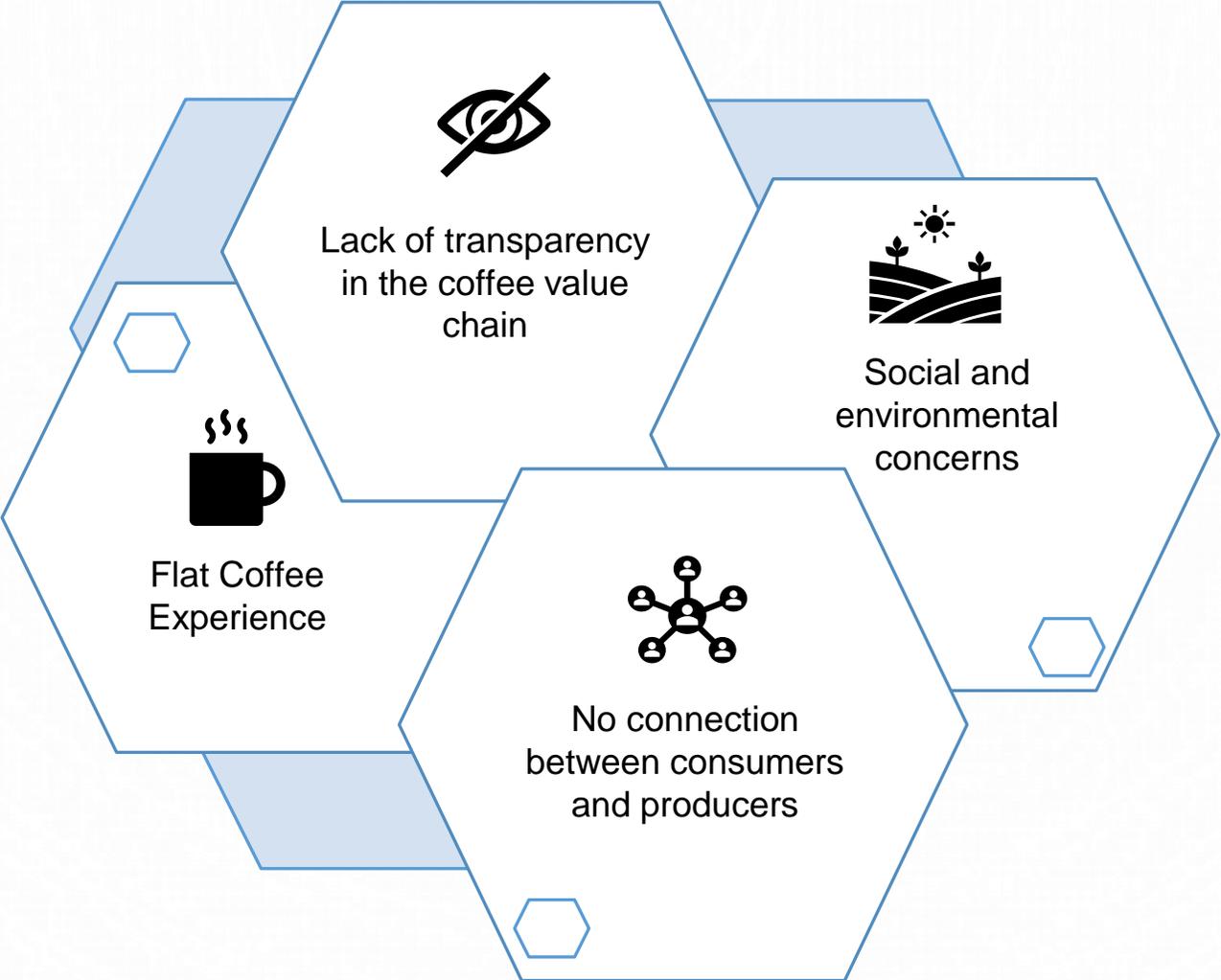


Digital Coffee Experiences



Sustainable and Social Collaborative Process

# What is the problematic





Unique Selling Proposition

Creating Full Coffee Experiences



Coffee Sensory Experiences

Going beyond the cup of coffee

Development of digital channels

Increasing Transparency



Creation of a community

Interaction between farmers

Digital integration

Social and Environmental Approach



Sustainable Production

Social and green Projects

Empowering people

Development of a partnership

Niebla Colombian Specialty Coffee



Partner Company



- Commercialization of the specialty Coffee
- Going beyond the cup of coffee
- Developing the business model

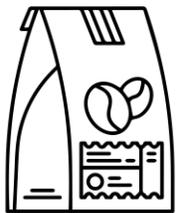
# Construction of the value proposition model



## Specialty Coffee Market



- Who are our customers?
- Which is their profile, needs, and preferences?



What are we selling?

Who are our competitors?



### High-Quality Coffee Brands



- High-Quality product
- No deep relation with farmers and roasters
- Poor online strategy

### Specialty Coffee Roaster



- High-Quality product
- No deep relation with farmers
- Well local market development

# Canvas Model and Value Proposition Model



**The Business Model Canvas**

Designed for: \_\_\_\_\_ Designed by: \_\_\_\_\_ Date: \_\_\_\_\_ Version: \_\_\_\_\_

<p><b>Key Partners</b></p> <p>Who are our key partners? Who are our key suppliers? Which Key Resources do we acquire from partners? Which Key Activities do partners perform?</p> <p><b>KEY RESOURCES</b> Infrastructure Human Resources Financial Resources Channels Partners Network</p>	<p><b>Key Activities</b></p> <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p><b>KEY RESOURCES</b> Infrastructure Human Resources Financial Resources Channels Partners Network</p>	<p><b>Value Propositions</b></p> <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p><b>KEY RESOURCES</b> Infrastructure Human Resources Financial Resources Channels Partners Network</p>	<p><b>Customer Relationships</b></p> <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they comparing with the rest of our Business Model? Which customer needs are they?</p> <p><b>KEY RESOURCES</b> Infrastructure Human Resources Financial Resources Channels Partners Network</p>	<p><b>Customer Segments</b></p> <p>For whom are we creating value? Who are our most important customers?</p> <p><b>KEY RESOURCES</b> Infrastructure Human Resources Financial Resources Channels Partners Network</p>
<p><b>Key Resources</b></p> <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p><b>KEY RESOURCES</b> Infrastructure Human Resources Financial Resources Channels Partners Network</p>		<p><b>Channels</b></p> <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? How are we integrating them with customer routines?</p> <p><b>CHANNEL MODES</b> 1. Direct sales 2. Indirect sales 3. Resellers 4. Partners 5. Other sales How do we provide post-purchase customer support?</p>		<p><b>Revenue Streams</b></p> <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p><b>PRICE MECHANISMS</b> 1. Fixed Price 2. Usage-based 3. Performance-based 4. Other price mechanisms</p>
<p><b>Cost Structure</b></p> <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p><b>FIXED COSTS</b> 1. Infrastructure 2. Human Resources 3. Financial Resources 4. Channels 5. Partners 6. Other costs</p>		<p><b>Revenue Streams</b></p> <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p><b>PRICE MECHANISMS</b> 1. Fixed Price 2. Usage-based 3. Performance-based 4. Other price mechanisms</p>		<p><b>Revenue Streams</b></p> <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p><b>PRICE MECHANISMS</b> 1. Fixed Price 2. Usage-based 3. Performance-based 4. Other price mechanisms</p>

DESIGNED BY: Business Model Foundry AG  
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**Strategyzer**  
strategyzer.com

**The Value Proposition Canvas**

**Strategyzer**

# Construction of the Unique Selling Proposition Partnership



**Specific Coffee Profiles for Specific Needs**



**Branding Developing**



**Going Beyond the cup of coffee**



**Social Media Strategy Development**



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